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INFO RUEHAC/AMEMBASSY ASUNCION 3908
RUEHBU/AMEMBASSY BUENOS AIRES 1408
RUEHBR/AMEMBASSY BRASILIA 0818
RUEHPE/AMEMBASSY LIMA 6111
RUEHLP/AMEMBASSY LA PAZ APR MONTEVIDEO 4340
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SUBJECT: POST REPORT ON CHILE'S REGIONAL CONCEPCION TV CO-OP:
"CLIMATE CHANGE AND RENEWABLE ENERGIES"

¶1. Summary: A team from Chile's TV network "Canal 9 Regional" in Concepcion spent two weeks in the United States learning about the importance of climate change, its effects on people's lives, and the growing demand for renewable energies. The team met with government officers, NGOs, utility companies, scientists, school teachers, university professors, and students to explore what is being done in the United States to address these issues, and the role individual citizens play in addressing climate issues. The team visited more than a half-dozen U.S. cities. The University of Miami has already requested the team provide copies of the recorded segments they will produce. The team also plans to prepare several three-minute reports for CNN Chile, as well as producing between 4-6 half-hour segments on different aspects of their U.S. visit. End summary.

¶2. A two-member team from Concepcion's Canal 9 Regional (Regional TV Channel 9) and Embassy Press Specialist Veronica Clarke participated in an extremely successful TV Co-Op program that included program activities in: Miami, Florida; Washington, D.C.; Boulder, Colorado; San Francisco, Sacramento, Modesto, and other locations in California, from March 15-30, 2009.

Appreciative Chilean Team

¶3. Radio Bio-Bio Press Chief and Regional TV Channel 9 journalist Salvador Schwartzmann, and cameraman and producer German Saavedra had nothing but high praise for PA/OBS/BS' organization of the trip, including all the logistics, lodging, and transportation arrangements. They similarly commended PA/OBS/BS for selecting the right sites to visit, the right people to interview and the accurate timing of each day's activities for the TV Co-Op.

¶4. Both professionals were impressed with the detailed organization of the trip, the quality of the interviewees, among them several award-winning and world-renowned scientists, as well as impressive film producers and State government officials. The Chileans especially mentioned what a great pleasure it was working with their Producer George Santulli. They praised his perseverance in locating top-notch experts to address specific interests they had identified during the production stage of the Co-op.

¶5. The TV crew covered a wide array of topics: ocean warming and its effects, including rising ocean levels; hydroelectric plants and the problems caused by less available water; garbage disposal and recycling; community participation, among others. Both Schwartzmann and Saavedra emphasized that all interviews and visits during the program were worthwhile and not a single moment was wasted.

¶6. The trip began with an early morning interview of U.S. Ambassador to Chile Paul Simons, who spoke of the importance of renewable energy and its prominence in U.S.-Chilean cooperation. Ambassador Simons was interviewed on the same day the TV crew flew to Miami, Florida.

¶17. During their first day in Miami, the team recorded the launch of the Discovery space shuttle and prepared a report that was sent to their TV network in Chile. This report aired that same night as well as during the next morning. The "spur-of-the-moment segment" served as an introduction to other segments the team produced and generated placement on the Bio-Bio radio network, which received national coverage in Chile. The reports also generated high interest at the University of Concepcion, which has requested copies of all the material that will be produced.

Side Benefits From TV Co-Op

¶18. Regional TV Channel 9 is one of the most important regional TV networks in Chile. In addition to the southern Bio-Bio region -- the second largest and important region of Chile -- the TV network's broadcast reaches the southernmost parts of the country. Its programming can also be seen online. Regional TV Channel 9 has a partnership with CNN Chile and Bio-Bio Radio network -- one of the most important radio networks in Chile. Both CNN Chile and Bio-Bio radio have nation-wide reach. In addition to the University of Concepcion, the University of Miami requested copies of all the material produced by the Concepcion TV crew.

¶19. The Regional Channel 9 TV network team offered to prepare between 4-6 thirty minute segments on different topics covered during this TV Co-op. The team also has offered to prepare three-minute segments for broadcast on CNN Chile as well as radio segments for the Bio-Bio Radio Network. Post will work with the team to make sure this commitment becomes a reality.

¶10. The material produced by the TV crew will also be shared with and utilized by the University of Concepcion in its journalism and science classes. Since the Bio-Bio region is a leading industrial hub in Chile, these TV segments should generate much interest in the municipal government as well as in the industrial sector.

¶11. During the TV Co-op, one contact requested that Post assist with a High School Sister Partnership between Sacramento, California and Chile, and PA Santiago will try to facilitate contact between high school environmental clubs. The Sacramento area has several environmentally-themed schools called "Green Academies," funded by California grants that teach all the traditional subjects, but with an environmental theme. The students study organic gardening, various forms of renewable energy and participate in community service by teaching the public about recycling to energy conservation measures.

¶12. Post will continue working with the Concepcion team to make the most of the TV Co-Op in the United States. As a result of the many interviews, FSN Veronica Clarke identified several candidates for possible future U.S. Speaker programs on renewable energies and education. Furthermore, two of the interviewed scientists, Francisco Chavez from the Monterrey Bay Aquarium Research Institute (MBARI) and Ted Scambos from the Cooperative Institute for Research in Environmental Sciences (CIRES), might soon visit Chile and agreed to participate in additional Embassy-organized outreach and programming. Ted Scampos participated in a November 2008–February 2009 crossing of the Antarctica.

¶13. During the trip, FSN Veronica Clarke posted brief stories and comments on Facebook about the many interviews and visits by the Chilean TV crew. The stories generated interest among several contacts at the Communications School at the University of Miami, which is doing similar stories on renewable energy in conjunction with the U.S. Embassy in Prague. In a second meeting with the University of Miami before departing for Chile, Ms. Clarke shared many of the team's contacts from the two-week trip, which will be of assistance in a series of multimedia stories the School of Communications is producing. A producer of the University of Miami has already been in touch with at least one of the TV Co-Op contacts to pursue a similar story to that of the Concepcion crew.

¶14. Award winning documentary filmmaker Sanjeev Chatterjee -- who is also the Vice Dean, Professor and Executive Director of the U. of Miami Knight Center for International Media -- provided Ms. Clarke a copy of his global motion picture entitled "One Water" to be

screened at the U.S. Embassy in Santiago and other Chilean venues. This film premiered on the closing night of the 2008 Miami International Film Festival, and has been screened at special United Nations conferences. PA expects to be able to use this film in a special screening as well as part of the Embassy's upcoming Earth Day activities.

A Special Thanks

¶15. Post is grateful to Producer George Santulli for making this program work so smoothly. The team members were very appreciative of the opportunity to partake in such a fruitful trip to the United States -- their first U.S. experience. Both Schwartzmann and Saavedra said they would welcome the opportunity to return to the United States. They were impressed by the amount of time and generosity that top experts gave to a foreign TV crew. Both Chileans expect to be able to pursue many follow-up stories based on this fabulous experience.

SIMONS